

309847-2026 - Result

Italy – Public relations services – Implementing body selection tender project LOVE

OJ S 87/2026 06/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: CONSORZIO VINO CHIANTI CLASSICO

Email: mariotti@chianticlassico.com

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Implementing body selection tender project LOVE

Description: CONSORZIO VINO CHIANTI CLASSICO (“Proposing Organisation”), with headquarters at Via Sangallo, 41 – Loc. Sambuca - Barberino Tavarnelle (FI) - 50028 Firenze, Italy, VAT No. IT00637480484, tel. +39 055 82285, e-mail: mariotti@chianticlassico.com, certified e-mail (PEC): bandichianticlassico@pec.it, in its capacity as proposing organisation and lead partner of a partnership including the CONSORZIO OLIO DOP CHIANTI CLASSICO, within the framework of the call for proposals for EU grants for information and promotion actions concerning European agricultural products implemented in the internal market/in third countries AGRIP-SIMPLE-2026, intends to submit a three-year information and promotion programme entitled LOVE: Legacy of Origins, Values of Europe (the “Programme”). Therefore, pursuant to the relevant articles of Regulation (EU) No 1144/2014, Delegated Regulation (EU) No 1829/2015, and Implementing Regulation (EU) No 1831/2015, a call for tenders is hereby launched for the selection, through an open competitive procedure, of an implementing body (the “Implementing Body”) entrusted with the execution of the actions/activities/initiatives aimed at achieving the objectives set out under the Programme, which will be submitted under Regulation (EU) No 1144/2014 of the European Parliament and of the Council — Call for proposals 2026 — and which, if approved, will be carried out in the following target countries: USA, CANADA, BRAZIL, and will concern the following EU quality scheme products: CHIANTI CLASSICO DOCG wine [22 04 2166]; CHIANTI CLASSICO PDO olive oil vegetable fats [15 09 1020]. Economic operators meeting the requirements set out in the above-mentioned EU Regulations, as specified in the following paragraphs, are invited to submit a technical and financial offer in strict compliance with the instructions contained in these tender specifications (the “Tender Specifications”).

Procedure identifier: 4fe63620-133d-4296-abe5-d9e39e0586ab

Previous notice: 119850-2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

2.1.2. Place of performance

Town: Firenze

Country subdivision (NUTS): Firenze (IT114)

Country: Italy

Additional information: Main place of performance: USA, CANADA, BRAZIL. The service will also be carried out at the premises of the successful tenderer, as well as in the territories covered by the Promotion Programme, in accordance with the operational arrangements specified in the Technical Specifications.

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Implementing body selection tender project LOVE

Description: CONSORZIO VINO CHIANTI CLASSICO (“Proposing Organisation”), with headquarters at Via Sangallo, 41 – Loc. Sambuca - Barberino Tavarnelle (FI) - 50028 Florence, Italy, VAT No. IT00637480484, tel. +39 055 82285, e-mail: mariotti@chianticlassico.com, certified e-mail (PEC): bandichianticlassico@pec.it, in its capacity as proposing organisation and lead partner of a partnership including the CONSORZIO OLIO DOP CHIANTI CLASSICO, within the framework of the call for proposals for EU grants for information and promotion actions concerning European agricultural products implemented in the internal market/in third countries AGRIP-SIMPLE-2026, intends to submit a three-year information and promotion programme entitled LOVE: Legacy of Origins, Values of Europe (the “Programme”). Therefore, pursuant to the relevant articles of Regulation (EU) No 1144/2014, Delegated Regulation (EU) No 1829/2015, and Implementing Regulation (EU) No 1831/2015, a call for tenders is hereby launched for the selection, through an open competitive procedure, of an implementing body (the “Implementing Body”) entrusted with the execution of the actions /activities/initiatives aimed at achieving the objectives set out under the Programme, which will be submitted under Regulation (EU) No 1144/2014 of the European Parliament and of the Council — Call for proposals 2026 — and which, if approved, will be carried out in the following target countries: USA, CANADA, BRAZIL, and will concern the following EU quality scheme products: CHIANTI CLASSICO DOCG wine [22 04 2166]; CHIANTI CLASSICO PDO olive oil vegetable fats [15 09 1020]. Economic operators meeting the requirements set out in the above-mentioned EU Regulations, as specified in the following paragraphs, are invited to submit a technical and financial offer in strict compliance with the instructions contained in these tender specifications (the “Tender Specifications”).

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

5.1.2. Place of performance

Country subdivision (NUTS): Firenze (IT114)

Country: Italy

5.1.3. Estimated duration

Duration: 36 Months

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Quality

Description: 1 OVERALL STRATEGY 4 points 1.1 Suitability of the proposed methodology and quality of the communication strategy's structure: in particular, demonstration of the ability to achieve the project's expected results 2 points 1.2 Consistency between the overall project strategy and the individual activities, and consistency between the overall project strategy and the project's objectives 2 points 2 PROJECT OUTPUTS 32 points 2.1 Creativity and innovation in the implementation methods and content of the proposal for the required project outputs (e.g. press office management, production of information material and online communication, organisation of events and incoming visits, etc.) 10 points 2.2 Effectiveness and ability of the planned outputs to communicate the project's message 4 points 2.3 Quality of the graphic design proposal and the concept and content of promotional messages appropriate to the achievement of the project's expected results 11 points 2.4 Quality of the project team dedicated to communication, graphic design, event management, etc. (assessment of the dedicated team's CVs) 7 points 3.1 Suitability of the methods for implementing and executing the actions 6 points 3 METHODOLOGICAL APPROACH 20 points 3.2 Suitability of the planning in terms of consistency with the objectives of the communication strategy and consistency with the programme's timelines: in particular, consistency between the timetable

Category of award weight criterion: Weight (decimal, exact)

Award criterion number: 1

Criterion:

Type: Price

Description: With regard to the financial bid for the works (maximum 40 points out of 100), the score will be calculated using the following formula: score for the 'financial bid for the works' under consideration = $(\text{Bid X} / \text{Maximum bid}) * 30$, where: • maximum bid: the highest financial bid for the works (SUBTOTAL WORKS) among those submitted; • Bid X: is the financial bid for the activities (SUBTOTAL ACTIVITIES) of the bidder in question. As regards the financial bid for the tenderer's fee (maximum of 40 points out of 100), the score will be calculated using the following formula: financial bid score for the economic operator's fee under consideration = $(\text{Minimum fee \%} / \text{Fee \% X}) * 10$, where: • minimum fee %: is the percentage of the fee relating to the lowest financial offer for the fee submitted by the competitor; • fee % X: is the percentage of the fee relating to the financial offer for the fee of the competitor in question. For the purposes of awarding and calculating scores, any non-integer values will be rounded to the second decimal place.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 100

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunale Amministrativo Regionale Toscana (TAR)
Information about review deadlines: Any appeals against this call for tenders or the acts of the procedure must be lodged before the competent regional administrative court (TAR) within 30 days from the publication or from full knowledge of the contested act, pursuant to Article 120 of the Code of Administrative Procedure.

6. Results

Value of all contracts awarded in this notice: 2 087 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: GATE 39 srl

Tender:

Tender identifier: Offerta di Gate 39 srl

Identifier of lot or group of lots: LOT-0001

Value of the tender: 2 087 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: Bando di selezione ente esecutore progetto LOVE

Date on which the winner was chosen: 26/03/2026

Date of the conclusion of the contract: 26/03/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 1

8. Organisations

8.1. ORG-0001

Official name: CONSORZIO VINO CHIANTI CLASSICO

Registration number: 00637480484

Postal address: Sede legale Via Pianigiani 9, Radda in Chianti Sede operativa Via Sangallo, 41 - Barberino Tavarnelle

Town: Barberino Tavarnelle

Postcode: 50028

Country subdivision (NUTS): Firenze (IT114)

Country: Italy

Contact point: Stefania Mariotti

Email: mariotti@chianticlassico.com

Telephone: +390558228532

Internet address: <https://www.chianticlassico.com/>

Information exchange endpoint (URL): <https://www.chianticlassico.com/progetti/chianti-classico-1144-2026/>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunale Amministrativo Regionale Toscana (TAR)

Registration number: n.a.

Town: Firenze

Postcode: 50122

Country subdivision (NUTS): Firenze (IT114)

Country: Italy

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: GATE 39 srl

Size of the economic operator: Micro, small, or medium

Registration number: 05384790282

Town: Milano

Postcode: 20122

Country subdivision (NUTS): Milano (ITC4C)

Country: Italy

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 52c2f914-9cff-4a82-91f8-f0c08c8ee8b8 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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